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IVAMA® spk

Quarterly Newsletter of IVAMA Association

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MESSAGE FROM THE FOUNDING CHAIRMAN

Dear Members,

The valve and actuator industry in India has witnessed strong growth in recent years, with the current market size exceeding ₹20,000 crore. This growth has been driven by both domestic demand and a rising export market, which is now estimated at approximately USD 1 billion. The industry has matured significantly, offering a comprehensive range of products with minimal dependence on imports.

Strong demand from core sectors such as power, oil & gas, water, steel, and chemicals continues to propel momentum. Encouragingly, sustained investments in capacity expansion and capability building—supported by focused government initiatives—are expected to further accelerate growth.

While some uncertainty persists due to potential tariff challenges in key export markets like the United States, overall industry sentiment remains positive.

Arvind Goel,
Managing Director, Auma India
Founding Chairman, IVAMA

With growing global acceptance and domestic self-reliance, this is an opportune time for industry stakeholders to capitalize on favourable market conditions.

JINDAL GREENLIT FOR ₹3,600 CRORE STEEL PLANT IN ODISHA

Jindal (India) Ltd. has received formal approval from the Government of Odisha for its ambitious greenfield steel manufacturing project, marking a significant milestone in the company's long-term investment strategy. In a statement released on Monday, the company confirmed it has been granted clearance from the High-Level Clearance Authority (HLCA) to establish the facility with an initial investment of ₹3,600 crore.

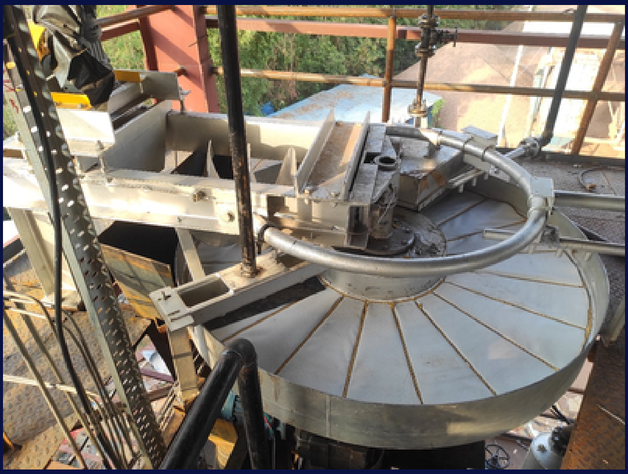
The proposed plant, which is part of a larger ₹15,000 crore investment plan in Odisha by 2030, will be developed in phases. The first phase is expected to be commissioned by 2027.

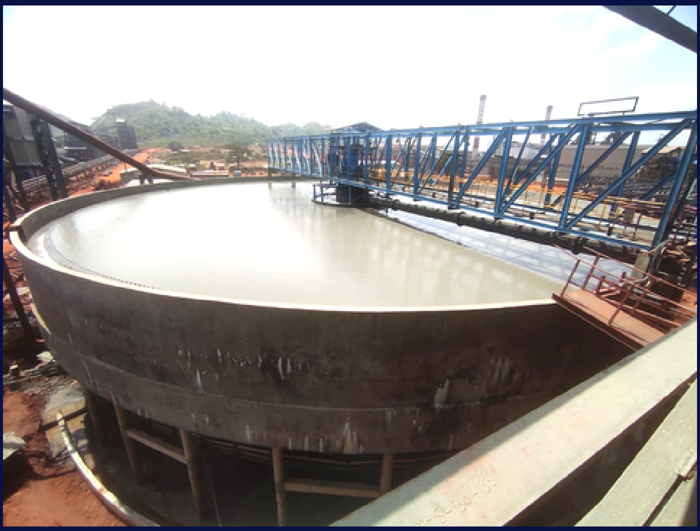
The facility will focus on producing high-value, special coated steel products and will include advanced infrastructure such as a Cold Rolling Mill (CRM), a Continuous Galvanizing Line (CGL), and a Colour Coating Line (CCL). Together, these operations will have a combined annual capacity of 9.6 lakh metric tonnes (MT).

Additionally, the company's wholly-owned subsidiary, Jindal India Steel Tech Ltd. (JISTL), will play a key role in scaling up production. JISTL aims to expand the flat product division at the Odisha site to 30 lakh MT per annum by the end of the decade, supporting both domestic supply chains and potential export demand.

STRATEGIC ACQUISITION TO STRENGTHEN PROCESS EQUIPMENT PORTFOLIO

Jash Engineering Ltd. has announced the proposed acquisition of WesTech Process Equipment India Private Limited (WPEIPL), Mumbai, from WesTech LLC, USA. This strategic move marks the company's entry into the rapidly growing industrial process equipment segment, an area where it previously had limited presence.





The acquisition complements Jash's existing Shivpad Process Equipment Division in Chennai, which currently focuses on the municipal water segment. Together, WPEIPL and Shivpad will form a more integrated and scalable platform, enhancing the company's capabilities across both municipal and industrial water treatment markets.

Aligned with Jash's long-term growth strategy, this bolt-on acquisition will expand its product and service portfolio while increasing scale.

The combined turnover of WPEIPL and Shivpad is projected to exceed ₹100 crore in FY25, positioning Jash as a leading player in India's municipal and industrial water process equipment sector.

Although WPEIPL does not own a manufacturing facility—similar to Shivpad—it will now benefit from the newly commissioned production facility in Chennai, which is expected to improve capacity utilization and accelerate breakeven for the unit.

This acquisition also opens doors to new industrial segments such as mining, metals, and paper, where Jash's presence has been limited. Additionally, the integration of WPEIPL's experienced professional team is set to further strengthen the company's domain expertise and enhance the Jash-Invent product line and go-to-market strategy.

For Member Companies
One delegate per member company can attend free of charge.

Additional delegates can register at Rs 4000/delegate* (includes access to both days).

For Non-Member Companies
Delegate fee: Rs 5000/delegate*
Valid for Day 1 only
Limit: Two delegates per company

On-site Registration
Fee: Rs 7500/delegate*
*All fees are exclusive of 18% GST.

Registration is now open at:
https://www.ivama.in/events/annual-conference-2025/registration

We encourage you to complete the registration at the earliest to secure your participation and plan your visit smoothly.

AUMA INDIA UNVEILS PCBA SMT MANUFACTURING FACILITY

Auma India is pleased to announce the commissioning of its in-house PCBA (Printed Circuit Board Assembly) electronics manufacturing facility. Trial runs are currently in progress.

This strategic investment significantly enhances Auma's in-house manufacturing capabilities, enabling us to meet advanced application requirements with greater agility and control on quality. The facility is equipped with automated machinery, supporting the complete spectrum of electronics production — from prototyping and validation to full-scale manufacturing.

Auma India had earlier commissioned fully equipped EMI/ EMC test facilities allowing for stringent quality assurance across the entire electronics range used in Auma actuators.

This facility reflects Auma India's long-term vision of achieving greater self-reliance on critical operations and improving responsiveness to dynamic market needs.

With this investment, Auma India reaffirms its commitment to building world-class infrastructure and delivering cutting-edge, reliable, and high-quality solutions to the industry.

AIR LIQUIDE TO DOUBLE CAPACITY IN INDIA

Industrial gas giant Air Liquide is set to significantly scale up its presence in India with the commissioning of a second air separation unit (ASU) and cylinder filling station in Bhagapura, Gujarat. This strategic move will double the company's production capacity in the region, strengthening its ability to serve growing demand across key industrial and medical sectors.

The new ASU will have a production capacity of 200 tonnes per day, while the state-of-the-art cylinder filling station is designed to handle nearly 1,000 cylinders per day, supporting a diverse customer base including the automotive, battery, and electronics industries, as well as hospitals and healthcare providers requiring reliable medical gas supply.
"We are more than doubling Air Liquide's production capacity in Gujarat with our investments in this new air separation plant and this cylinder filling centre," said Benoit Renard, Managing Director of Air Liquide India.

IVAMA®
INDIAN VALVE AND ACTUATOR MANUFACTURERS ASSOCIATION

Conference 2025

CHIEF GUEST

Meher Pudumjee
Chairperson
Thermax Ltd.

September 19-20 | Hotel Hyatt Regency, Pune

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SETTING A PRICING STRATEGY AMID EVER-CHANGING TARIFFS

In an increasingly uncertain global environment, companies are struggling to keep pricing stable while tariffs shift unpredictably. This often leads to sudden margin pressures, disrupted negotiations, and inconsistent price-setting logic.
Instead of viewing tariff changes as isolated shocks, the authors suggest building a more adaptive pricing strategy that can work in sync with ongoing policy shifts.
Here are some of the article's core principles:

Key Takeaways

1. View Tariffs as a Strategic Signal
Rather than seeing tariffs as purely financial burdens, companies can treat them as signals about where global trade policy is heading—and use those insights in broader pricing and product decisions.

2. Classify Your Products by Risk Exposure

Different products have different vulnerabilities to tariffs. The article proposes a 2x2 matrix to assess where your offerings sit—based on how differentiated they are and how much tariff costs can be passed on to customers. This helps identify which products need flexible pricing strategies and which might require cost restructuring instead.

3. Adopt Flexible Pricing Models
Including mechanisms like tariff pass-through clauses in contracts can protect against sudden cost changes. For recurring or long-term customer relationships, this provides transparency and reduces friction.

4. Collaborate Cross-Functionally
Pricing decisions should no longer sit solely with sales or finance. The most successful firms involve supply chain, legal, and government affairs teams to ensure a 360° view of risks and compliance.

5. Leverage Technology and Scenario Planning
Using pricing software, economic simulations, and market data tools helps forecast impact faster and propose data-driven adjustments. Companies can better prepare for "what-if" scenarios.

As India continues expanding its manufacturing footprint globally, adapting pricing strategies to a fluctuating tariff environment will be key to staying competitive and profitable.

This article is adapted from the original piece published by Harvard Business Review, authored by Özge Tuncel and Joost van Dreunen. Read the full article at: ***HBR, April 2025***.

Valve World Expo India 2026 is shaping up to be a high-impact gathering for the flow control industry!

With the entire exhibition floor now sold out, the upcoming edition promises a strong showcase of technologies, innovations, and insights through its:

- Expo – Featuring leading names in valves, actuators, and allied indutries
- Workshops – Hands-on sessions designed for practical learning
- Conference – Conversations that matter, led by industry experts and end users

If you're a part of the flow control ecosystem, this is where the community comes together. Be a part of the conversations, connections, and collaborations that define the future of the industry.

FLOW MANAGEMENT INDUSTRIES JOINS SIMULATIONHUB'S GROWING NETWORK OF ENTERPRISE SUBSCRIPTION CUSTOMERS

At simulationHub, we are always excited to expand our growing network of customers who trust Autonomous Valve CFD (AVC) to revolutionize their valve design and simulation processes. Today, we are thrilled to announce that Flow Management Industries, a leading company from Argentina in the oil and gas sector, has become a new customer of AVC. This partnership marks a significant milestone for both companies, and we couldn't be more excited to work together to optimize their valve design processes.

About Flow Management Industries

Flow Management Industries has earned its reputation as a trusted player in the oil and gas industry. With a focus on delivering high-quality valve products and services, the company operates through several specialized divisions, offering everything from valve manufacturing to advanced modular logistics systems.
The company operates through multiple specialized divisions, with Valbol and Esferomatic being the primary valve brands under their umbrella. They manufacture and distribute a wide range of valve products, including ball valves, butterfly valves (concentric, double eccentric, triple eccentric), knife valves. Additionally, they produce FOXBORO – guided stem control valves that are ideal for providing precise proportional control of fluids.

As they continue to grow and meet the ever-increasing demands of the industry, Flow Management Industries required a solution that would empower them to optimize their valve designs quickly and efficiently.
This is where Autonomous Valve CFD comes in.

VALBOL
Válvulas Worcester de Argentina S.A.

ESFEROMATIC

About simulationHub and Autonomous Valve CFD

simulationHub is a cloud-based simulation platform developed to make CFD simulations accessible to engineers and designers worldwide.

Autonomous Valve CFD (AVC) is an AI-powered virtual flow loop testing app developed by simulationHub to accurately predict the valve flow performance parameters: Cv, Cdt, K, σ, FL at design stage.

Why Flow Management Industries chose Autonomous Valve CFD

In today's fast-paced industrial environment, companies like Flow Management Industries are constantly looking for ways to improve efficiency and reduce time-to-market. Traditional valve design methods often require extensive time and resources to manually simulate valve performance and optimize designs. With Autonomous Valve CFD, Flow Management Industries can now perform rapid, cloud-based simulations without requiring deep expertise in CFD.

Ing. Angela Miotti
Head of Engineering

"We believe this software offers significant opportunities for our engineering development. We are looking to expand our theoretical analysis capabilities for the operation of our valves, and this tool will help us along the way."

How AVC will support Flow Management Industries

With Autonomous Valve CFD, Flow Management Industries will be able to:

Speed-up Design Iterations: No longer will they need to rely on time-consuming physical testing or expert-based simulations. AVC makes it easy for the design team to explore multiple design variations and get immediate feedback on their performance.

Improve Design Accuracy: By using data-driven insights from CFD simulations, the company can ensure their valves perform optimally in real-world conditions, minimizing the risk of failure and reducing costs associated with faulty designs.

Reduce Operational Costs: With faster simulations and accurate performance predictions, Flow Management Industries can make informed decisions early in the design process, leading to cost savings and more efficient resource allocation.

Looking Ahead

We are excited about this new chapter with Flow Management Industries and look forward to helping them further optimize their valve designs. Our mission is to democratize access to advanced CFD simulations and empower valve designers across the world with the tools they need to create superior products faster and more affordably.

As a trusted simulation partner, we're committed to supporting Flow Management Industries in achieving their goals and pushing the boundaries of innovation within the valve manufacturing industry.

About the author

Praveen Kumar is a seasoned Product Marketing Manager at simulationHub, with over 15 years of experience in the field of Computational Fluid Dynamics (CFD). His expertise spans a wide range of applications, including Valves, HVAC, and more. As a Mechanical Engineer, Praveen has a solid technical foundation, complemented by a post-graduate certification in Product Management from IIM Indore. His extensive background allows him to bridge the gap between technical intricacies and market needs, helping businesses drive innovation and deliver impactful solutions.

IMPORTANT UPCOMING EVENTS

IVAMA — INDIAN VALVE AND ACTUATOR MANUFACTURERS ASSOCIATION
Sept 19-20, 2025
Pune, India

VALVE WORLD EXPO / Valve World 2025 CONFERENCE — SOUTHEAST ASIA
Sept 26-27, 2025
Singapore

أديبك ADIPEC
Nov 03-06, 2025
Abu Dhabhi, UAE

About IVAMA*spk*

"IVAMA*spk*" is a quarterly newsletter published by the IVAMA Association, delivering valuable insights into forthcoming projects, businesses, individuals, innovations in product development, IVAMA's ongoing activities, events, and various other relevant industry specific topics.

IVAMA Association encourages its members to contribute news about their companies, appointments to senior positions, and product advancements to help ensure the success of IVAMA*spk*.

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